



Addressing Malnutrition in Senior Nutrition Program Clients



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MEALS ON WHEELS AMERICA

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The Heritage Area Agency on Aging

Background

- One of six AAA's in Iowa
- Seven county service region
- Mix of urban, suburban and rural
- Cedar Rapids metro area (2nd largest city in Iowa)
- Eighteen senior dining locations, seven partner providers

Issue

Significant Decline in Congregate Participation

- Following national trend
- Outdated service delivery methods
- Several site closures in 2012
- Linn County had one of the largest declines in congregate participation in state over last ten years

Issue

Lack of Available Services

- Only one senior dining location in second largest metro area
- Provided services to 7% of older adults in Marion, Iowa (one of fastest growing areas in Iowa)
- Little opportunity for socialization and enrichment activities
- Limited to no knowledge of services available through AAA

Solution

Innovations in Nutrition Grant

- Funded through two year ACL grant
- Contracted partner of Iowa Department on Aging
- Revitalization of congregate meal program in Linn County
- Diabetes focused
- Three dining sites (one existing, one reopening, one new)
- Program evaluation conducted by Iowa State Extension (focus groups, surveys)

Solution

Innovations in Nutrition Grant

- Collaborate with TAV Health/Linn County Referral System
- Implementation of innovative services
 - Choice menu
 - Salad bars
 - Increased access to evidenced based programming
 - Enhanced nutrition education

TAV Health/Linn County Public Health Referral System

Innovations in Nutrition Grant

TAV Health/Linn County Public Health Referral System

- Collaboration of over twelve community partners/stake holders
 - Medical centers, community clinics, healthcare providers, community resources
 - Diabetes Subcommittee
- Referral/care coordination system
- Goal : Improve patient/client referrals among medical and social service organizations and address barriers that can hinder health outcomes
- HIPPA compliant (begins with healthcare provider)

Innovations in Nutrition Grant

TAV Health/Linn County Public Health Referral System

- Initial implementation in October '17, full implementation January '18
- Types of referrals
- Monthly reports
 - Referral demographics, barriers
- Challenges/Lessons Learned
 - Slower than anticipated implementation
 - Change in larger organizations can be harder than others
 - Training of staff to use new referral system

Encore Café

“A Second Call to Enhance Your Health”



Innovations in Nutrition Grant

Encore Cafes

- Focus on combating diabetes and social isolation
- Review of data prior to site placement
 - Need greater than first thought
 - Added additional Marion site
- Focusing on older adults in the “gap”
- Innovative and replicable
- OAA compliant meals



Encore Cafes

Community Collaborations/Partnerships

- Linn County Community Services
 - Local grant oversight committee
- City of Central City
- City of Marion
 - Parks & Rec
 - Mayor AbouAssaly
 - Marketing/website
- Marion Public Library
 - Reservation System
 - Volunteer Recruitment
- HY-VEE Food Stores



Encore Cafes

Marketing

- Development of brand/concept
 - Logos/brand identity
- Grand opening coverage
 - 14 stories on two stations
 - Feature newspaper article
- Continuing of coverage
 - Newspaper features
 - Publishing of menus
- Social Media
 - Library, Chamber of Commerce, Other partners
- Word of Mouth



Encore Cafe

Nutrition/Health & Wellness Programming

- Creation of Health & Wellness Coordinator Position
- Collaborations of monthly speaker series
- A1C Testing (19 tested, 9 required follow-up)
- Diabetes-specific education
- Chef-lead cooking demonstrations
- Evidence-based Programming
(Matter of Balance, CDMSP, Tai Chi)
- Water Aerobics for Arthritis

Encore Cafes

Central City Senior Dining

- Retrofitting existing location
- Had highest percentage of decline in participation
- Located in rural Linn County
- Choice menu
- Salad bar
- Chef-lead cooking demonstrations



Encore Cafes

Marion Lowe Park

- Reopening of closed location
- Offered Wednesdays/Thursdays
- Choice menu/salad bar
- Average 38 participants per meal

Marion Public Library

- Near 3 senior housing complexes
- Offered Friday/Monday
- Choice menu/salad bar
- Produce box
- Average 30 participants per meal



Encore Café

To Date (May 9-July 31)

- 1767 total meals served
- 20 + attendees in ev-based classes
- Highest voluntary contribution rate in region (\$4.00+/meal)
- Highest participation: 57 meals
- Lowest participation: 22 meals
- 4 Options Counseling Referrals
- 3 Nutrition Counseling Referrals
- 2 Pet Assistance Referrals

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General Observations

- Changing attitudes and perceptions of the congregate meal program
- Participant will contribute/participate for perceived value
- Participants develop relationships
 - Rides
 - Activities outside of program
- Flexibility is key
 - Range of time vs all at once
 - Modernizing and innovating “Breaking of the Mold”

Encore Cafe

Addressing Malnutrition

- More than just access to food
- Biggest benefits are socialization and access to appropriate meals and food supplies
- Cooking for one/balanced meals
- “Reason to get out of bed”
- Access to supportive services/education
- Empowering participants to make better choices to enhance their health.

Encore Cafe

Lessons Learned

- Be prepared for unexpected (good and bad)
- Direction may change frequently
- Challenged every aspect of organization
- Control growth and excitement “pull back the reins”
- Look for collaborations in unconventional ways
- Have open mind to try new things/new ways of thinking
- Take time to sit back and watch

Encore Cafe

Participant

- Dan
 - Improved Sleeping Habits
 - Good nutritious meals (protein, carbs, fiber)
 - “I get here, what I cannot provide at home”
 - Volunteers/staff help me with my handicap
 - “Can’t go to a restaurant and get this type of service and atmosphere”.
 - “The water aerobics are better than what Medicare had paid for. I get more out of this new program.”

Encore Cafe

The Prostines

- Bev, Robert, Loretta
 - Delicious and nutritious meals
 - Socialization is key
 - Appreciate several different methods to make reservations
 - “Mom and dad look forward to this each day”
 - “Very comfortable and not overwhelming”
 - “Staff and volunteers pay extra special attention to details”

Thank You!!

